



Sustainable Markets Initiative's China Council launches Oceans & Fisheries Working Group in Shenzhen

Oceans and fisheries sectors to collaborate on accelerating the green transformation of the industry in China, with global impact.

London, England: In Shenzhen, China, the Sustainable Markets Initiative's China Council launched the Oceans & Fisheries Working Group on 27th Feb, 2026. This new collaboration, comprised of leading companies in China, China affiliates of multinational corporations and NGOs, is committed to developing a collective roadmap to accelerate the green transformation of the industry and emerging opportunities for international market collaboration.

The global fisheries industry is a major economic force. The industry supports millions of jobs and is a critical source of protein for over 3 billion people worldwide. With consumers and governments pushing for more sustainable practices, there is an opportunity to foster new markets, increase yields and further economic benefit from coastal development and tourism, sustainable fishing and Marine 5 Protected Areas (MPAs).

Sustainable utilization of the Ocean is essential to the survival and development of humanity. China has earnestly advanced the vision of a global community of shared future and a maritime community of shared future.

Led by the China Chamber of International Commerce (CCOIC) and the Marine Stewardship Council Guangdong Representative Office, the China Council Oceans & Fisheries Working Group includes 7 leading companies and organizations as its founding members. The collaboration was formally launched in the presence of CEO or equivalent-level representatives from member organizations on 27th Feb in Shenzhen.

At the inauguration ceremony in Shenzhen, founding members shared best practice initiatives which their organizations are working on in-country. These efforts demonstrate the convening power of the Sustainable Markets Initiative and the opportunities which the China Council and its Oceans & Fisheries Working Group will work towards to continue to accelerate a sustainable transition, for the health of Nature, People and Planet.

Sustainable Markets Initiative China Council Oceans & Fisheries Working Group

Jennifer Jordan-Saifi, M.V.O., CEO of the Sustainable Markets Initiative, stated: *"The launch of the SMI China Council Oceans and Fisheries Working Group aligns with China's sustainable development priorities. Building on existing working groups and the shared vision for ecological civilization and multilateral cooperation, the Working Group will*

advance marine protection, innovative financing and knowledge sharing, and translate ideas into action. It will strengthen global partnerships, empower Chinese enterprises, and foster resilient, market-driven solutions for a sustainable future.”

Simon Huo, Chief Representative China of Fortescue Group stated: *“Faced with resource pressures and climate change challenges, sustainable fisheries have evolved from a concept into a shared direction for global industrial development. FMG congratulates the Oceans & Fisheries Working Group on its launch. FMG highlights its extensive China experience and willingness to collaborate with Chinese enterprises, while emphasising the collaborative value in bridging commercial interests with genuine sustainability leadership.”*

Xu Liang, Deputy Secretary General of CCOIC and Secretary General of the Sustainable Markets Initiative’s China Council, stated: *“In the future, the Ocean and fisheries are vital to the blue economy. Amid global sustainability efforts, the Oceans & Fisheries Working Group will gather the joint efforts of the Chinese and foreign business community to advance green transformation and global collaboration, uniting industry leaders to build a sustainable blue economy.”*

An Yan, Chief Representative of Marine Stewardship Council Guangdong Representative Office stated: *“MSC pledges to connect global expertise with China's market potential, align ecological protection with commercial incentives through certification and supply chain transparency, and bridge present actions with long-term sustainability. MSC commits to advancing Chinese fisheries toward international standards, expanding domestic sustainable seafood consumption, and empowering consumers as ocean stewards through collaborative, market-driven initiatives.”*

China Council Oceans & Fisheries Working Group founding members:

1. Marine Stewardship Council Guangdong Representative Office
2. Liancheng Overseas Fishery (Shenzhen) Co., Ltd
3. Pingtairong Ocean Fishery Group Co., Ltd
4. Kingfa Sci. and Tech. Co., Ltd.
5. Qingdao Beiyang Jiamei Seafood Co.,Ltd
6. McDonald's China
7. Aker BioMarine Human Ingredients AS